

## ORDER



**Orders**  
**Order / Rev:** 37066  
**Alt Order #:** 08854926  
**Product Desc:** AFP-SENATE  
**Estimate:** 514  
**Flight Dates:** 08/22/12 - 08/28/12  
**Original Date / Rev:** 08/22/12 / 08/23/12  
**Order Type:** GENERAL

KLAS

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Americans 4 Prosperity  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 09/23/09  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	3	\$21,000.00	\$17,850.00
08/27/12	08/28/12	3	\$24,100.00	\$20,485.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	3	\$21,000.00	\$17,850.00	0.00
September 2012	3	\$24,100.00	\$20,485.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$45,100.00</b>	<b>\$38,335.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$45,100.00
Market	100%	\$150,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$37,583.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$7,516.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	08/23/12	08/23/12	Thu 10-11p Person Of Interest	CM	10-11p	---T---	:30	1	\$10,000.00	LV1	0.00	NM	1	\$10,000.00
PERSON OF INTEREST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	---T---		1		\$10,000.00		0.00					
E 4	8	08/26/12	08/26/12	CBS Sunday Morni	CM	CBS Sunday Morni	-----S	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00

Advertiser:	Americans 4 Prosperity
Product Desc:	AFP-SENATE
Estimate:	514

**KLAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS News Sunday Mornii											
				CBS News Sunday Morning											
				SUN MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S		1		\$3,500.00		0.00					
E 5	8	08/26/12	08/26/12	Sun 9-10p	CM	9-10p	-----S	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
				The Good Wife											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S		1		\$7,500.00		0.00					
E 6	8	08/28/12	08/28/12	Tue 10-11p	CM	10-11p	-T-----	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
				Ent Tonight / Ins Edition											
				MENTALIST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	-T-----		1		\$8,500.00		0.00					
N 7	8	08/27/12	08/27/12	Mon 10-11p	CM	10-11p	M-----	:30	1	\$14,300.00	LV1	0.00	NM	1	\$14,300.00
				Hawaii Five-O											
				due missed log and program change											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	M-----		1		\$14,300.00		0.00					
N 8	8	08/27/12	08/28/12	8 News Now 5-630p	M-FCM	5-630p	MT-----	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
				8 News Now 5-630p M-F											
				due missed log and program change											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	MT-----		1		\$1,300.00		0.00					
													Totals	6	\$45,100.00